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Message Text

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SUBJ: ADVANCED BUSINESS SYSTEMS SEMINAR - MOSCOW PROGRAM

REF: STATE A-750, JANUARY 25, 1974

1. SUMMARY:. FEBRUARY 22-26 VISIT OF ADVANCED BUSINESS SYSTEMS SEMINAR/TRADE MISSION TEAM TO MOSCOW WAS GENERALLY SUCCESSFUL. ALTHOUGH NO IMMEDIATE BUSINESS WAS GENERAGED BY MISSION'S VISIT, EMBASSY HAS IMPRESSION THAT ALL PARTICIPANTS FOUND STAY IN MOSCOW WORTHWHILE IN TERMS FUTURE SALES PROSPECTS. EMBASSY BELIEVES THAT EXPERIENCE GAINED FROM THIS MISSION CAN BE USEFULLY APPLIED IN FUTURE, ASSUMING THAT PROGRAM DESCRIBED IN REFERENCED MESSAGE WILL LEAD TO ADDITIONAL TECHNICAL SALES SEMINARS IN USSR.
END SUMMARY.

2. SEMINAR PRESENTATION. DESPITE SEVERAL TECHNICAL PROBLEMS, FEBRUARY 22 SEMINAR WENT QUITE WELL. SOVIET ATTENDANCE WAS ABOVE EXPECTATIONS AND RANGED FROM AROUND 250 FOR UNIVAC, REMINGTON AND HEWLETT-PACKARD PRESENTATIONS TO 75/100 FOR NASHUA AND GENERAL BINDING. MAJOR PROBLEM WHICH AROSE DURING SEMINAR WAS POOR QUALITY OF INTERPRETATION. IN FUTURE,
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EMBASSY WILL PRESS CHAMBER OF COMMERCE TO ENGATE

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INTERPRETERS TECHNICALLY COMPETENT TO HANDLE SUBJECTS IN QUESTION. COMPANIES SUCH AS HEWLETT-PARCKARD, WHICH HAVE CONSIDERABLE EXPERIENCE WITH SEMINARS IN MOSCOW, ARE FREQUENTLY IN POSITION TO GIVE NAMES OF QUALIFIED INTERPRETERS AND COMMERCIAL OFFICE WILL START FILE OF NAMES. SOVIETS ATTENDING SEMINAR WERE IN MOST CASES FROM MINISTRIES AND INSTITUTES AND, SOMEWHAT TO SURPRISE OF EMBOFFS, WERE FREQUENTLY PREPARED TO GIVE NAMES AND ADDRESSES FOR FUTURE MAILINGS AND CONTACTS.

3. BUSINESS PROGRAM. WITH SOME ASSISTANCE FROM CHAMBER OF COMMERCE, EMBASSY WAS ABLE TO ORGANIZE GOOD PROGRAM OF BUSINESS MEETINGS FEBRUARY 25-26. ALL COMPANIES WERE ABLE MEET WITH APPROPRIATE FOREIGN TRADE ORGANIZATIONS ALTHOUGH IN SOME CASES (UNIVAC AND HWELETT-PACKARD) THESE MEETINGS WERE NOT REALLY NECESSARY. IN ADDITION, MEETINGS WERE ORGANIZED AT MINISTRY OF INSTRUMENT-MAKING, CONTROL SYSTEMS AND MEANS OF AUTOMATION AND GOSPLAN. AT GOSPLAN, GROUP WAS RECEIVED BY R.L. ASHASTIN, WHO WAS IDENTIFIED AS CHIEF OF DEPARTMENT FOR COMPLEX PLANNING AND INTRUDUCTION OF COMPUTERS IN THE NATIONAL ECONOMY. ALTHOUGH ASHASTIN MADE PREDICTABLE PITCH FOR SCIENTIFIC/TECHNICAL COOPERATION AND RULED OUT PURCHASES OF COMPUTER SYSTEMS, HE WAS QUITE IMPRESSED WITH PRESENTATIONS BY UNIVAC, REMINGTON AND HEWLETT-PAFCKARD AND BY END OF MEETING HAD BACKED OFF SOMEWHAT ON HIS OPPOSITION TO STRAIGHT PURCHASES. UNIVAC AND GENERAL BINDING REPS MET WITH OFFICIALS OF MINISTRY OF INTERNAL AFFAIRS (MVD). LATTER, THOUGH THEY INSISTED UPON MEETING ON NEUTRAL GROUND (CHANBER OF COMMERCE BUILDING) AND REFUSED TO GIVE THEIR NAMES, WERE QUITE INTERESTED IN GENERAL BINDING'S EQUIPMENT FOR CONTROL OF ACCESS TO BUILDINGS AND IN UNIVAC'S SYSTEMS FOR SINGERPRINT STORAGE/ RETRUEVAL AND AUTOMOBILE VEHICLE REGISTRATION.

4. ENTERTAINMENT. RELATIVELY INFORMAL "BUSINESSMAN'S DINNER" DREW GOOD SOVIET TORNOUT AND APPEARED TO BE MUCH MORE USEFUL (AND LESS COSTLY) THAN STANDARD RECEPTION.

5. BUDGET. DUE TO SEVERAL INEXPECTED ITEMS, OVERALL COST OF SEMINAR/TRADE MISSIONWILL PROBABLY EXCEED BUDGET AUTHORIZATION FO JANUARY 3, 1974 BY $200-300. FINAL ACCOUNTING SHOULD BE RECEIVED SOOM FROM CHAMBER. MAJOR ADDITIONAL COST RESULTS FROM FACT THAT LIMITED OFFICIAL USE

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SEMINAR PRESENTATIONS LASTED LONGER THAN ANTICIPATED AND CHARGES FOR RENT OF HALL AND INTERPRETATION SERVICES WILL BE LARGER THAN ANTICIPATED.

6. MORE DETAILED REPORT FOLLOWS BY AIRGRAM.
STOESSEL

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